



COURSE INFORMATION FORM

SEMESTER	spring
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COURSE CODE	141314021	COURSE NAME	VISUAL ANALYSIS METHODS
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
4	2	0	0	2	3	Elective	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
			3	

EVALUATION CRITERIA			
ASSESSMENT		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam 1	Written examination	40
FINAL		Written examination	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	
CONTENT BRIEF	Indispensable tools of visual culture, photography, movies, posters, advertisements, analysis and interpretation methods
COURSE OBJECTIVES	1. Teaching the relationships among the elements of visual materials 2. Evaluation of visual materials for the content and the production technique practice of intertextual analysis methods
CONTRIBUTION TO VOCATIONAL EDUCATION	1. Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design., 2. Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems. 3. Ability to recognize the design techniques and technology and to identify their differences, applications and methods.
LEARNING OUTCOMES	Evaluation of visual materials for the content and technique ağabeylity to design original visual material
TEXTBOOK	Berger John, (2011) Görme Biçimleri, İstanbul: Metis.
REFERENCES	1. Rose, Gillian (2001), Visual Methodologies: An Introduction to the Interpretation of Visual Materials London: Sage. 2. İkizler, Emre ve Akbaş Faruk, Fotoğraf Teknik Okumaları, İstanbul: Say Yayınları.
MATERIALS	



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Visual Materials
2	Photograph, Movie, Advertisement, Poster
3	Production of the visual material
4	Making it visual: display techniques
5	Interpretation of the visual material: intertextual analysis
6	Introduction to visual methods
7	MIDTERM EXAMS
8	Analysis for the content
9	Semiology
10	Psychoanalysis
11	Rhetorical Analysis
12	Feedback
13	Sample analysis
14	Sample analysis
15-16	FINAL EXAMS

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.			x
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.	x		
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.			x
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.			x
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.			x
6	Ability to understand and practice the design process, its steps, and production techniques.		x	
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.			x
8	Ability to utilize various artistic and industrial production techniques.	x		
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.			x
10	Awareness for the protection of nature and the environment as well as eco-design,	x		
11	Ability to prepare social responsibility projects in order to raise design awareness.	x		

LECTURER	SIGNATURE	DATE
Y. Doç. Dr. Gülbin ÖZDAMAR AKARÇAY		23.05.2014